



PRESS RELEASE

For Immediate Release

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DATE:

International Festivals & Events Association (IFEA) Announces 2008 Pinnacle Award Winners

Boise, Idaho- The International Festivals & Events Association (IFEA) paid tribute to the **YOUR EVENT NAME** – produced by **YOUR ORGANIZATION NAME** in **CITY, STATE** on September 10th, 2008 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 53rd Annual Convention & Expo, Presented by Festival Media Corporation in Boise, Idaho, U.S.A. – September 8-12, 2008, where they were presented with **NUMBER** awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories, for events with budgets: **BUDGET CATEGORY:**

AWARD WON - CATEGORY

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Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew 1,428 entries this year from among the world's top festivals and events.

"We would like to congratulate all of our Pinnacle winners for their outstanding entries into this year's competition," said IFEA President & CEO, Steven Wood Schmader, CFEE.

"The IFEA/Haas & Wilkerson Pinnacle Awards represents the hallmark of excellence in the festivals and events industry. Entries in every budget category, from every corner of the globe, allow us to recognize the best in our business while raising the standards and quality of media promotions and events across the board."

Winning entries came from organizations as diverse as 500 Festival, Indianapolis, IN; St. Luke's Women's Fitness Celebration, Boise, ID; Wildflower! Arts & Music Festival, Richardson, TX; Disney Destinations, LLC - Special Events Management, Lake Buena Vista, FL; French Quarter Festival, New Orleans, LA; Riverbend Festival, Chattanooga, TN; Bumbershoot, Seattle, WA; Pasadena Tournament of Roses, Pasadena, CA; Pro Football Hall of Fame Enshrinement Festival, Canton, OH; The Pennsylvania Horticultural Society, Philadelphia, PA.

International contenders included such diverse event organizations as Daegaya Experience Festival, South Korea; Ludwig Van Beethoven Easter Festival, Poland; Melbourne Food and Wine Festival, Australia; Singapore Garden Festival, Singapore; Ottawa Bluesfest, Canada; The Hague Festivals, The Netherlands; Divina Comedia Prod. Artisticas Ltda, Brazil; China Hohhot Zhaojun Art Festival, China; Festival Lent, Slovenia. Entries included posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, and many other categories.

Headquartered in Boise, Idaho, The International Festivals and Events Association (IFEA) is a non-profit membership organization with members spanning 40 countries and 5 continents, and offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide.

For a complete list of winners and more information on the IFEA, go to www.ifea.com.

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IFEA Association Partners

